

This listing of claims will replace all prior versions, and listings, of claims in the application.

**LISTING OF CLAIMS:**

Claim 1 (currently amended): A system for generating discount or promotional coupons, comprising:

a television receiver located at a viewer's premises, said television receiver including a communication device and a remote control unit;

~~data processing means responsive to selections by the viewer a personal video recorder (PVR) that allows a viewer to select a coupon for a product while it is advertised via a commercial that is displayed by the television receiver, said selection occurring via the remote control unit, for transmitting a request for a particular coupon to a broadcaster central station via said communication device and said PVR transmitting the request for said coupon to a data processing device, which transmits the request to a broadcaster central station.~~

means included within said broadcaster central station for transmitting to a manufacturer coupon generator station a coupon request, which request includes specific information regarding the product of interest;

first means included within said manufacturer's coupon generator station for receiving said specific information regarding said product of interest, said manufacturer's coupon generator station also having available up to the minute point-of-sale information on the product of interest and coupon responses and redemptions regarding said product, and;

second means included within said manufacturer's coupon generator station for analyzing said specific information regarding said product of interest, and said point-of-sale information and coupon responses and redemptions and issuing a coupon to said viewer based on said analyzed information; wherein the data processing device receives and stores the coupon issued to said viewer.

Claim 2 (currently amended): A system in accordance with claim 2, wherein said request for a coupon includes information specifying a time when said coupon is requested.

Claim 3 (original): A system in accordance with claim 2 wherein said first means included within said manufacturer's coupon generator station further includes means for comparing said time when said coupon is requested with a time when commercials for said product of interest were broadcast.

Claim 4 (original): A system in accordance with claim 1 wherein said second means issues said coupon at a value intended to provide maximum sales of said product of interest.

Claim 5 (original): A system in accordance with claim 1 wherein said second means issues said coupon at a value depending on the geographic location of said viewer.

Claim 6 (original): A system in accordance with claim 1 wherein said coupon is a short life coupon.

Claim 7 (currently amended): A system in accordance with claim 1 wherein said coupon, upon issuance, is printed for said viewer by a printer attached to said data processing device.

Claim 8 (currently amended): A system in accordance with claim 1 wherein said coupon, upon issuance, is electronically stored by said data processing means device.

Claim 9 (original): A system in accordance with claim 8 wherein said electronically stored coupon can subsequently be printed or redeemed electronically by said viewer.

Claim 10 (original): A system in accordance with claim 1 wherein said coupon includes inquiries which may be electronically or manually answered by said viewer as part of a contest.

Claim 11 (original): A system in accordance with claim 1 wherein said transmitting means includes means for assembling and transmitting consumer profile information along with said information regarding the product of interest.

Claim 12 (Original): A system in accordance with claim 1 wherein said coupon is a promotional coupon.